

## REMARKS

Claim 1 has been amended in response to the objection so that layer (iii) is now identified as the third layer as noted by the Examiner in the final rejection of April 8, 2008.

In paragraph 5 of the Office Action, claims 1, 3-6 and 8-11 were rejected under 35 U.S.C. §103(a) as being unpatentable over Fischer in view of Caputo et al. (Caputo).

Reconsideration is requested.

Claim 1 has been amended to recite that part of the areas that are treated, as compared to areas where no surface treatment is applied the adhesion at separable interface B is always less than the adhesion at permanent interface A and that the card may be removed by lifting an edge of said business card.

Support for the recitation that easy separation may be allowed at an edge is found in the specification at page 9, lines 20-30.

The Fischer patent is limited to a specific form that has a detachable card element held in place with an adhesive which is a part of an adhesive system that transfers the adhesive from the element to which it is applied to the card. In Fischer, the whole surface is treated under the adhesive because the surface of the element to which the adhesive was originally applied was treated according to col. 3, lines 27-31 of Fischer.

When the Fischer device is constructed, the peelable adhesive is transferred to the card as the card is removed. This peelable adhesive will cause the removed card to stick to other cards which is a distinct disadvantage.

The claims of the present application, as amended, point out a process for making a business form with a detachable card where the adhesion of the card to the business form is controlled by a pattern of (a) selective variable adhesion that is achieved by the use of alternating areas of

easy and tight separation by a method comprising a corona, flame or plasma treatment of a surface. In the method defined by amended claim 1 of the present application, the pattern is based on a combination of treated and untreated areas that facilitate the removal of the card without the need to use a peelable adhesive because the adhesive properties of the surface have been modified. The selective adhesion imparted by the pattern, as defined in claim 1, is achieved by creating a surface where certain areas have no treatment and thus no enhanced adhesion as well as other areas which are treated to provide sufficient enhanced adhesion so that the card will not fall off the form prior to when it is desired to remove the card from the surface of the form.

Nothing in the Fischer patent suggests that **only a part of the surface of the layer** to which the card is to be adhered, must be **completely** treated in order to improve the adhesive properties. This is necessary in the Fischer method because Fisher requires that a peelable adhesive is used which must be removed with the card (col. 5, lines 12-15). Fischer does not teach a method of surface treatment and does not make obvious the corona, flame or plasma treatment methods now recited in amended claim 1.

Caputo has been cited as disclosing a resealable label flap where a selected zone of a surface has been "corona treated (differentially treated)". The concept of differential treatment that provides alternating areas of easy and tight separation that extend under a card area defined by a diecut, as recited in claim 1, is not disclosed by Caputo. The present amendment points out that a "**patterned treated area**" is placed on the surface of thin film layer (iv) has selective variable adhesion. Caputo treats a part of the total area of the surface but this area is **completely treated** and is not treated to form a pattern that extends under a card area or any area that would correspond to the card area of claim 1.

The Caputo patent is directed to the art of resealable label flaps where a pressure sensitive adhesive is placed on

the surface of the removable seal so that the removable seal may be repositioned on the surface of the container. Caputo applies an unpatterned corona treatment only in the area that is positioned under the label flap for the purpose of increasing the adhesive anchoring characteristics under all of the area contacted by the label flap portion 18 of label flap 14. (col. 2, line 45-55). This area is not formed in a pattern of selective variable adhesion of "alternating easy and tight strength". The Caputo concept is to provide in the corona treated zone, the same level of adhesion, without any pattern, as defined in claim 1 of the present application.

The Caputo patent does not teach how to make a removable card intermediate as it is limited to making resealable bags. One skilled in the art would never consider resealable bags as a source or inspiration for information as to how to make a card intermediate.

The text of claim 1 recites that the alternating areas of easy and tight separation that extend under the card area defined by the diecut. This recitation points out a concept that is not made obvious by Caputo's use of a zone of undifferentiated or non-patterned corona treatment at the point where the resealable flap is to be positioned.

The Caputo flap element 18 is never intended to be removed during the life of the Caputo bag as that would defeat the reason for enhancing the bond strength of the flap anchor to the surface of the bag.

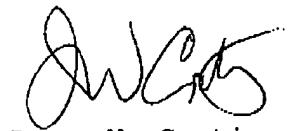
The Examiner has stated that since Caputo relates to the control of adhesive effects and Fischer teaches that different adhesive effects can be achieved through suitable process control. Claim 1 does not use process controls to control adhesion; the use of discrete areas having different adhesion are not suggested by any method of controlling the overall adhesion of a continuous layer. The references are not properly combinable based on the teachings found in the references. The Caputo patent has been applied for the limited purpose of its teaching of the corona treatment method of

modifying adhesion which does not make obvious the differential pattern as defined in amended claim 1. The differential method of Caputo is to completely treat the area where the flap is to be anchored as no other treatment is applied at that location. The language of claim 1 of the present application requires a patterned treated area to be formed that extends under card area defined by the diecut. Thus, Caputo's "differential treatment" is concentrated at one location for the purpose of providing a permanent anchorage for the flap 14. There is not the slightest suggestion that a pattern of **variable adhesion** is to be formed under an area where a card is positioned in order to make the card removable.

For these reasons, it is requested that the amended claims be favorably considered.

An early and favorable action is earnestly solicited.

Respectfully submitted,



James V. Costigan  
Reg. No. 25,669

Hedman & Costigan, P.C.  
1185 Avenue of the Americas  
New York, NY 10036  
(212) 302-8989